

Abstract of the Invention

An integrated communication system and method for conducting surveys, and more particularly an at least partially automated and efficient system and method for collecting, processing, and displaying customer satisfaction survey information that enables a product or service provider to evaluate the quality of goods and/or services received based on ratings and reports obtained by performing surveys of customers, employees, and/or staff. The system utilizes survey scripts implementing drill-down questioning techniques to gain insights into the survey participants' reasons for their opinions. The system processes the raw survey data into useful survey information, such as graphs and charts, for presenting to consumers (i.e., customers) of the survey who may be remotely located. In this way the system and method can be utilized in a quality improvement program.